### TRIBUNE

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Matter closed

# Shangrila Private Ltd avoids CCP bullet

Company's marketing campaign discontinued to ensure compliance

OUR CORRESPONDENT

ISLAMABAD

The Competition Commission of Pakistan has accepted commitments made by Shangrila Private Ltd and disposed of the matter, which saw the latter being issued a show-cause notice for its first encounter violation of section 10 under the Competition Act that deals with deceptive marketing practices.

The representative of National Foods argued that, in terms of clear findings of the inquiry report and the retail audit survey conducted by AC Neilsen, it had a major market share while the market share of Shangrila was quite low.

It was also submitted that

even the Brands Foundation has not allowed Shangrila to use the 'number one' tagline.

On the other hand, the counsel, appearing on behalf of Shangrila, filed a Commitment under Regulation 30 of the Competition Commission (General Enforcement) Regulations 2007 that stated that the marketing campaign under question had already been discontinued and it will ensure compliance with the Competition Act and directions of the CCP.

Based on the previous commitment and the forthcoming approach of Shangrila, the CCP's bench disposed of the matter while accepting the commitments filed by Shangrila ensuring compliance thereof and also directing to file the compliance report that none of the marketing material contains any decep-

It was also submitted that even the Brands Foundation has not allowed Shangrila to use the 'number one' tagline

tive claim — the 'Pakistan's number one' used in the marketing campaign in question.

Consumer protection is a key area of the Competition Law Enforcement and CCP's Office of Fair Trade (OFT) is set up to further the vommission's objective of creating a business environment based on healthy competition and protecting consumers from anti competitive practices.

The matter was heard by a three-member bench, which included CCP Chairman Dr Joseph Wilson and members Mueen Batlay and Dr Shehzad Ansar.



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## CCP disposes of show-cause notice issued to firm

ISLAMABAD: prima facie violation of Section 'No 1' tagline.

three-member bench comprising (General Shehzad Ansar, Member,

report and the Retail Audit terthereof. Survey conducted by A C Based on the aforesaid com- competitive practices.—PR

The matter was heard by a Competition Commission Consumer protection is a key clear findings of the enquiry directions of the CCP in the mat- on healthy competition and pro-

The Neilson, National Food had mitment and the forthcoming Competition Commission of major market share while the approach of Shangrila, the CCP's Pakistan (CCP) while conducting market share of Shangrila was bench disposed of the matter a hearing in the matter of show quite low. It was also submitted while accepting the commitcause notice issued to M/s that even the Brands Foundation ments filed by Shangrila ensur-Shangrila (Private) Limited for has not allowed Shangrila to use ing compliance thereof and also directing to file compliance 10 of Competition Act that deals On the other hand the Counsel report that none of marketing with deceptive marketing prac- appearing on behalf of the material contains deceptive claim tices, accepted their commit- Shangrila filed commitment i.e. Pakistan's No. 1 used in the ments and disposed of the matter. under Regulation 30 of the marketing campaign in question.

Enforcement) area of Competition Law of Dr Joseph Wilson, Chairman, Regulations, 2007 that the mar- Enforcement and CCP's Office Mucen Batlay, Member and Dr keting campaign under question of Fair Trade (OFT) has been had already been discontinued established to further the The representative of National and they will ensure compliance Commission's objective of creat-Foods argued that in terms of with the Competition Act and the ing a business environment based tecting consumers from anti



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## Show cause notice issued to Shangrila disposed off

STAFF REPORTER

tion Commission of Pakistan Regulations, 2007 that the hearing in the matter of show question had already been cause notice issued to M/s discontinued and they will Shangrila (Private) Limited for ensure compliance with the prima facie violation of Sec- Competition Act and the dition 10 of Competition Act that rections of the CCP in the deals with deceptive market- matter thereof. ing practices, accepted their the matter. The matter was coming

National Foods argued that report that none of marketing in terms of clear findings of material contains deceptive the enquiry report and the claim i.e. Pakistan's No. 1 used Retail Audit Survey con- in the marketing campaign in ducted by A.C. Neilson, Na- question. Consumer protectional Food had major mar- tion is a key area of Competiket share while the market tion Law Enforcement and share of Shangrila was quite CCP's Office of Fair Trade low. It was also submitted (OFT) has been established that even the Brands Foun- to further the Commission's dation has not allowed objective of creating a busi-Shangrila to use 'No. 1' ness environment based on tagline. On the other hand the healthy competition and pro-Counsel appearing on behalf tecting consumers from anti of the Shangrila filed Com- competitive practices.

mitment under Regulation 30 of the Competition Commis-ISLAMABAD—The Competi- sion (General Enforcement) (CCP) while conducting a marketing campaign under

Based on the aforesaid commitments and disposed of commitment and the forthapproach heard by a three member Shangrila, the CCP's bench bench comprising of Dr. Jo- disposed of the matter while seph Wilson, Chairman, Mr. accepting the commitments Mueen Batlay, Member and filed by Shangrila ensuring Dr. Shehzad Ansar, Member. compliance thereof and also The representative of directing to file compliance The Nation on Web

## The Nation

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## CCP disposes of show cause issue after compliance

OUR STAFF REPORTER
ISLAMABAD

The Competition Commission of Pakistan (CCP) while conducting a hearing in the matter of show cause notice issued to M/s Shangrila (Private) Limited for prima facie violation of Section 10 of Competition Act that deals with deceptive marketing practices, accepted their commitments and disposed of the matter.

The matter was heard by a three member bench comprising of Dr. Joseph Wilson, Chairman, Mueen Batlay, Member and Dr. Shehzad Ansar, Member.

The representative of National Foods argued that in terms of clear findings of the enquiry report and the Retail Audit Survey conducted by A.C. Neilson, National Food had major market share while the market share of Shangrila was quite low. It was also submitted that even the Brands Foundation has not allowed Shangrila to use 'No. 1' tagline.

On the other hand the Counsel appear-

ing on behalf of the Shangrila filed Commitment under Regulation 30 of the Competition Commission (General Enforcement) Regulations, 2007 that the marketing campaign under question had already been discontinued and they will ensure compliance with the Competition Act and the directions of the CCP in the matter thereof.

Based on the aforesaid commitment and the forthcoming approach of Shangrila, the CCP's bench disposed of the matter while accepting the commitments filed by Shangrila ensuring compliance thereof and also directing to file compliance report that none of marketing material contains deceptive claim i.e. Pakistan's No. 1 used in the marketing campaign in question.

Consumer protection is a key area of Competition Law Enforcement and CCP's Office of Fair Trade (OFT) has been established to further the Commission's objective of creating a business environment based on healthy competition and protecting consumers from anti competitive practices.